



www.thebostonchannel.com

Billing Address:

GMMB
Attention: Accounts Payable
3050 K St, NW
Washington, DC 20007

Send Payment To:

WCVB
P.O. Box 26874
Lehigh Valley, PA 18002-6874

Invoice #	Invoice Date	Invoice Month	Invoice Period
954925-1	09/30/12	September 2012	08/27/12 - 09/30/12

Station	Account Executive	Sales Office	Sales Region
WCVB	Scott Tarka	Boston	Local

Advertiser	Product	Estimate Number
Obama/D/President	Candidate Orders	1844

Flight Dates	Order #	Alt Order #
09/25/12 - 10/01/12	954925	WOC10034013

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
9912856	95	101

Agency Ref	Advertiser Ref
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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	09/25/12	10/01/12	5a Eyeopener Class of Time - Pre-emptible with notice	5-6a	MTWTF--	:30	2	\$600.00	NM
<hr/>									
Weeks: Start Date 09/25/12 End Date 10/01/12 MTWTFSS M-WTF-- Spots/Week 2 Rate \$600.00									
<hr/>									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB F 09/28/12 5:38 AM 5a Eyeopener 5-6a :30 OFA12P130H \$600.00 NM									
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2	09/25/12	10/01/12	6a Eyeopener Class of Time - Pre-emptible with notice	558-7a	MTWTF--	:30	2	\$1,200.00	NM
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Weeks: Start Date 09/25/12 End Date 10/01/12 MTWTFSS M-WTF-- Spots/Week 2 Rate \$1,200.00									
<hr/>									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WCVB Th 09/27/12 5:59 AM 6a Eyeopener 558-7a :30 OFA12P130H \$1,200.00 NM									
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3	09/25/12	10/01/12	Good Morning America Class of Time - Immediately Pre-emptible without notice	658-9a	MTWTF--	:30	2	\$800.00	NM
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Weeks: Start Date 09/25/12 End Date 10/01/12 MTWTFSS M-WTF-- Spots/Week 2 Rate \$800.00									
<hr/>									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WCVB W 09/26/12 8:47 AM Good Morning America 658-9a :30 OFA12Z128H \$800.00 NM									
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4	09/25/12	09/30/12	Weekend GMA Class of Time - Immediately Pre-emptible without notice	7-8a	-----SS	:30	2	\$450.00	NM
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Weeks: Start Date 09/24/12 End Date 09/30/12 MTWTFSS -----SS Spots/Week 2 Rate \$450.00									
<hr/>									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB Sa 09/29/12 7:55 AM Weekend GMA 7-8a :30 OFA12P130H \$450.00 NM									
<hr/>									
2 WCVB Su 09/30/12 7:59 AM Weekend GMA 7-8a :30 OFA12P130H \$450.00 NM									
<hr/>									
5	09/25/12	10/01/12	LIVE WITH KELLY & MICHAEL 9A-10A Class of Time - Pre-emptible with notice	MTWTF--	:30	2	\$500.00	NM	
<hr/>									
Weeks: Start Date 09/25/12 End Date 10/01/12 MTWTFSS M-WTF-- Spots/Week 2 Rate \$500.00									
<hr/>									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB W 09/26/12 9:55 AM LIVE WITH KELLY & MICHAEL 9A-10A :30 OFA12Z128H \$500.00 NM									
<hr/>									
6	09/25/12	10/01/12	STEVE HARVEY DAY 10-11a Class of Time- Immediately Pre-emptible No Makegood Required	MTWTF--	:30	2	\$150.00	NM	
<hr/>									
Weeks: Start Date 09/25/12 End Date 10/01/12 MTWTFSS M-WTF-- Spots/Week 2 Rate \$150.00									
<hr/>									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertisers
We warrant that the actual broadcast information shown on this invoice was taken from the program log

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Advertiser		Product	Estimate Number
Obama/D/President		Candidate Orders	1844

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	09/25/12	10/01/12	STEVE HARVEY DAY Class of Time- Immediately Pre-emptible	10-11a	MTWTF--	:30	2	\$150.00	NM
No Makegood Required									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB W 09/26/12 10:40 AM STEVE HARVEY DAY 10-11a :30 OFA12Z128H \$150.00 NM									
2 WCVB F 09/28/12 10:54 AM STEVE HARVEY DAY 10-11a :30 OFA12Z128H \$150.00 NM									
7	09/25/12	10/01/12	The View Class of Time - Immediately Pre-emptible without notice	1058-12n	MTWTF--	:30	2	\$650.00	NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/25/12 10/01/12 M-WTF-- 2 \$650.00									
1 WCVB W 09/26/12 11:29 AM The View 1058-12n :30 OFA12Z128H \$650.00 NM									
8	09/25/12	10/01/12	Midday News Class of Time - Pre-emptible with notice	1158a-1230p	MTWTF--	:30	2	\$600.00	NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB W 09/26/12 12:25 PM Midday News 1158a-1230p :30 OFA12Z128H \$600.00 NM									
9	09/25/12	10/01/12	Millionaire Class of Time - Immediately Pre-emptible without notice	1228-1p	MTWTF--	:30	2	\$450.00	NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/25/12 10/01/12 M-WTF-- 2 \$450.00									
2 WCVB F 09/28/12 12:39 PM Millionaire 1228-1p :30 OFA12P130H \$450.00 NM									
10	09/25/12	10/01/12	1-2p Class of Time - Immediately Pre-emptible without notice	1-2p	MTWTF--	:30	2	\$350.00	NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/25/12 10/01/12 M-WTF-- 2 \$350.00									
1 WCVB Th 09/27/12 12:59 PM 1-2p 1-2p :30 OFA12Z128H \$350.00 NM									
11	09/25/12	10/01/12	KATIE COURIC DAY Class of Time- Immediately Pre-emptible	3-4p	MTWTF--	:30	2	\$400.00	NM
No Makegood Required									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/25/12 10/01/12 M-WTF-- 2 \$400.00									
1 WCVB W 09/26/12 3:55 PM KATIE COURIC DAY 3-4p :30 OFA12Z128H \$400.00 NM									
12	09/25/12	10/01/12	ELLEN EF Class of Time - Immediately Pre-emptible without notice	4P-5P	MTWTF--	:30	3	\$700.00	NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/25/12 10/01/12 M-WTF-- 3 \$700.00									
2 WCVB W 09/26/12 4:39 PM ELLEN EF 4P-5P :30 OFA12Z128H \$700.00 NM									
1 WCVB Th 09/27/12 4:46 PM ELLEN EF 4P-5P :30 OFA12P130H \$700.00 NM									
13	09/25/12	10/01/12	Newscenter 5 at 5 Class of Time - Pre-emptible with notice	5-6p	MTWTF--	:30	2	\$1,200.00	NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/25/12 10/01/12 M-WTF-- 2 \$1,200.00									
1 WCVB Th 09/27/12 5:21 PM Newscenter 5 at 5 5-6p :30 OFA12Z128H \$1,200.00 NM									
14	09/25/12	10/01/12	Newscenter 5 at 6 Class of Time - Pre-emptible with notice	6-630p	MTWTF--	:30	2	\$2,000.00	NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 09/25/12 10/01/12 M-WTF-- 2 \$2,000.00									

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14	09/25/12	10/01/12	Newscenter 5 at 6 Class of Time - Pre-emptible with notice	6-630p	MTWTF--	:30	2	\$2,000.00	NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WCVB W 09/26/12 6:12 PM Newscenter 5 at 6 6-630p :30 0FA12Z128H \$2,000.00 NM									
15 09/25/12 09/30/12 6p News Weekend Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/24/12 09/30/12 -----SS 2 \$1,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WCVB Sa 09/29/12 6p News Weekend 6-630p :00 \$1,000.00 NM Credited									
1 WCVB Su 09/30/12 6:25 PM 6p News Weekend 6-630p :30 0FA12Z128H \$1,000.00 NM									
16 09/25/12 10/01/12 M-F Inside Edition Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/25/12 10/01/12 M-WTF-- 2 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB F 09/28/12 7:13 PM M-F Inside Edition 658-730p :30 0FA12Z128H \$1,500.00 NM									
17 09/25/12 10/01/12 Chronicle Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/25/12 10/01/12 M-WTF-- 2 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WCVB W 09/26/12 7:29 PM Chronicle 728-8p :30 0FA12Z128H \$1,500.00 NM									
18 09/25/12 10/01/12 Newscenter 5 at 11 Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/25/12 10/01/12 --WTFSS 2 \$2,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
2 WCVB Th 09/27/12 11:27 PM Newscenter 5 at 11 11-1130p :30 0FA12P130H \$2,500.00 NM									
1 WCVB F 09/28/12 11:27 PM Newscenter 5 at 11 11-1130p :30 0FA12P130H \$2,500.00 NM									
19 09/25/12 10/01/12 430a Eyeopener 430-5a Class of Time - Immediately Pre-emptible without notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/24/12 09/30/12 --WTF-- 2 \$100.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB W 09/26/12 4:40 AM 430a Eyeopener 430-5a :30 0FA12Z128H \$100.00 NM									
2 WCVB F 09/28/12 4:53 AM 430a Eyeopener 430-5a :30 0FA12Z128H \$100.00 NM									
20 09/25/12 10/01/12 5a Weekend Eyeopener Sa/Su 5a-6a Class of Time- Immediately Pre-emptible No Makegood Required									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
09/24/12 09/30/12 -----SS 1 \$50.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WCVB Su 09/30/12 5:29 AM 5a Weekend Eyeopener Sa/Su 5a-6a :30 0FA12Z128H \$50.00 NM									

Total Spots **25**

Payment Terms 30 Days

<u>Gross Total</u>	\$20,600.00
<u>Agency Commission</u>	\$3,090.00
<u>Net Amount Due</u>	\$17,510.00